**Making cycling cool in 24 months**

Instigator, innovator and general all-round creative legend Cleve Cameron has been working internationally in the advertising, entertainment and social enterprise sectors for two decades. Cleve draws on his past experience as a creative director at leading advertising agencies working on global brands to present the switch to a low carbon transport future. Using the same techniques he perfected on award winning campaigns for the car industry he shows what it will take to make cycling cool for everyday Kiwis.

In a multi-media presentation Cleve will share how it is possible to switch on positive public sentiment to embrace mode shift. Cleve provides the framework to create a programme that talks to all urban Kiwis about making the shift from expensive car trips to walking, biking and micromobility for short trips. Campaign platforms include renaming radio station programmes from the “drive show” to the “ ride show” and celebrating the cities leading the way and our carbon zero heroes; and the use of wayfinding and data as further tools to drive consideration for switching to active modes and PT.

The presentation will cover how to introduce the concept to the public that active modes and public transport are an attractive, vital and viable option for most trips; That these are outcomes that the majority of people want and that it aligns with what most people value- well-being and a healthy environment. The right approach with multiple touchpoints and a high frequency makes the "switch" message unavoidable and irresistible.

The presentation will inspire and equip all conference attendees with the messaging , content and strategy to shift mindsets and lead the way to making cycling cool in a short timeframe.

(Note the video content for this presentation has been scripted but will need to be commissioned for the conference.)